



## **MHSOAC Communications Unit Strategic Plan 2009**

### Mission Statement

The Communications Unit seeks to ensure Californians understand mental health is essential to overall health. We seek to promote wellness, recovery, resiliency, and the reduction of stigma for individuals living with mental illness.

### Target Audiences

Clients, families, providers, counties, state government, the media, community-based organizations, and unserved and underserved communities.

### Guiding Principles

Transformation of the public mental health system through:

- Transparency in Government
- Client and Family driven policies
- Community collaboration
- Wellness, recovery and resilience
- Cultural & Linguistic Competency
- Integrated service experiences for clients and their families
- Co-occurring Disorders Competency
- Being Trauma informed

### Communications Goals

1. Keep the public, Commissioners, and Stakeholders informed of the successes and challenges of MHSA implementation with public information tools in order to promote transparency and to reduce stigma.
2. Provide Commission communication to the Governor or Legislature regarding actions the state may take to improve care and services for people with mental illness.

## Communications Goals continued

3. Establish two-way communication between stakeholders and the MHSOAC through the use of the MHSOAC website in order to promote client and family driven policies and community collaboration.
4. Raise public awareness and influence of the MHSOAC through public information tools and outreach and education activities in order to promote wellness, recovery, and resilience.
5. Promote communication in threshold languages in public information tools in order to build cultural and linguistic competency.

### Activities

1. Public Information Tools
  - a. Newsletter:
    - i. Publish quarterly.
  - b. Website: Launch by Spring 2009, with the goal of providing the public with a more user friendly, and interactive form of communication.
  - c. Listserv: Use the Commission Listserv to disseminate MHSA information.
  - d. Press Events: As required, the Communications Unit will invite the media to cover MHSOAC and MHSA activities to help spread the positive results of the MHSA.
  - e. Press Releases: The Communications Unit will regularly draft and send out press releases, as well as maintain relationships with members of the press, with the goal of encouraging coverage of the positive results of the MHSA and the activities of the MHSOAC.
  - f. Other Informational Material: The Communications Unit will develop, design, write, and produce brochures, fact sheets, and other non-electronic materials to inform the public of the goals and policies of the MHSA and the MHSOAC.
  - g. Spokespeople: The official spokesperson for the MHSOAC is the Chair. When the Chair is unavailable, the Vice-chair, and subsequently, the Executive Director will speak with the press.

## Public Information Tools continued

The Communications staff lead will coordinate press calls and will answer questions when the Chair, Vice-chair, or Executive Director are unavailable.

### 2. Outreach & Education

- Five Year Anniversary Celebration.
- Site Visits by MHSOAC and staff to local mental health facilities.
- Community meetings with stakeholders.
- Presentations by MHSOAC and staff.

### 3. MHSOAC Motto

- Motto: In order to improve public understanding of our mission, we will develop a motto such as: “Building Better Mental Health” or “Achieving Transformation in Mental Health”

### 4. Evaluation

- Monthly reports to MHSOAC on work in progress.
- Reporting to Executive Director at weekly meetings
- Year-end or twice a year summary for annual Report to the Legislature

### Communications Staff

- a. Public Information Officer
- b. Associate Mental Health Specialist
- c. Staff Services Analyst
- d. Student Assistants